THE WISCONSIN ARCHITECT

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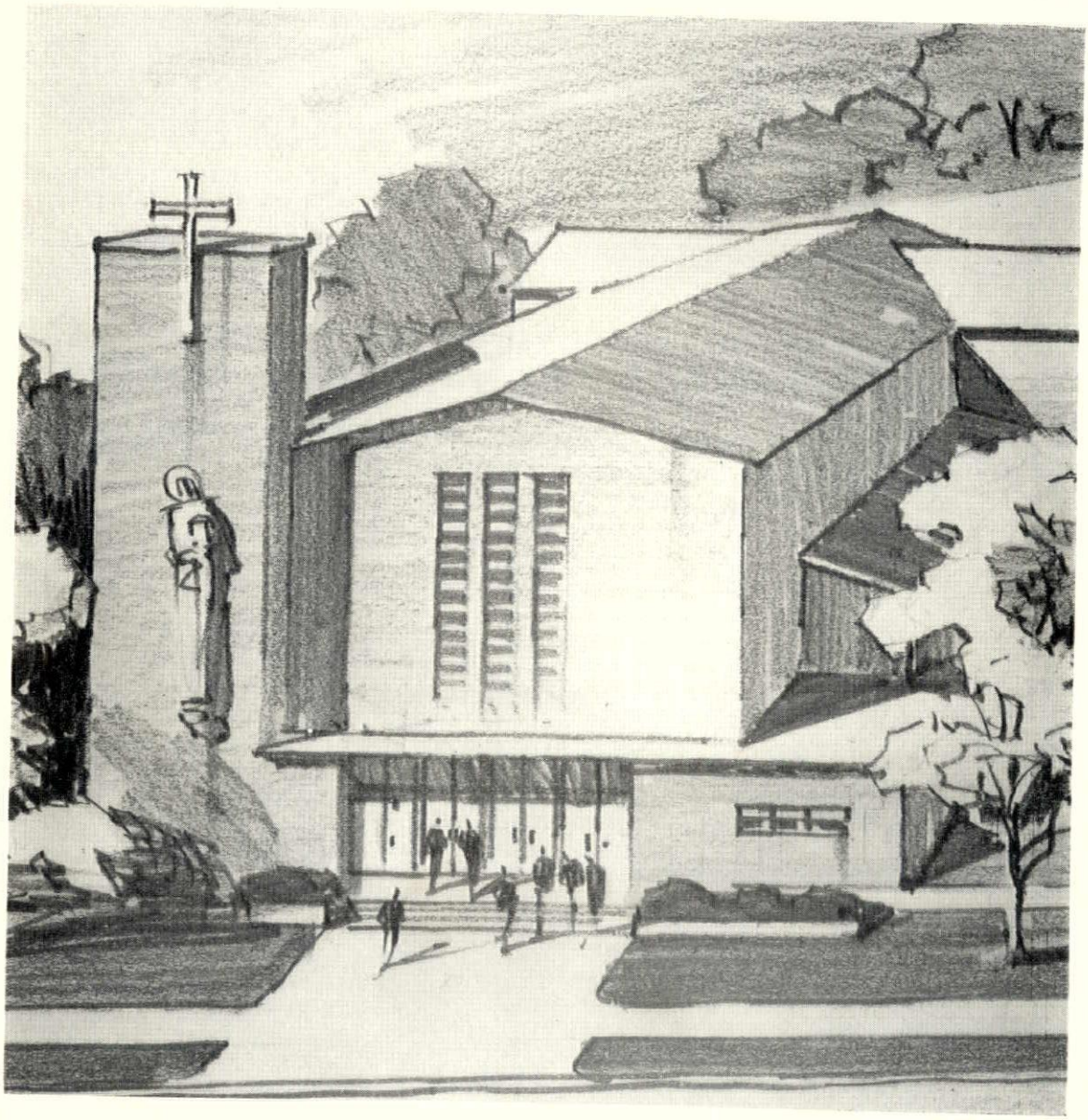
THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS



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LEIGH HUNT, F.A.I.A., *Editor and Publisher*
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3800 N. Humboldt Ave., Milwaukee 12 EDgewood 2-2113

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CONDUCT JOINT PRODUCT LITERATURE COMPETITION

A BUILDING PRODUCTS LITERATURE COMPETITION is being conducted jointly by The American Institute of Architects and The Producers' Council, Inc. All entries and nominations must be received by March 15, 1951.

In connection with the Competition, Theodore Irving Coe, Technical Secretary of the A.I.A., sent the following letter to Fred A. Luber, Secretary of the Wisconsin Architects Association:

"We enclose The Announcement of THE 1951 PRODUCT LITERATURE COMPETITION, sponsored by The Institute and The Producers' Council.

To accomplish its objective, 'To acknowledge excellence in product literature directed to architects, and to aid manufacturers in increasing the effectiveness of such literature,' calls for the widest possible expression of opinion on the part of Members of The Institute who are most concerned with the technical and informational value of product literature.

We solicit your assistance in stimulating the interest and active cooperation of the members of your Chapter in selecting and nominating product literature they deem worthy of consideration by The Jury of Award.

You will note that nominations must be received not later than March 15, 1951, and that Members of The Institute need not submit samples of selected literature but merely clearly identify such documents in communications addressed to the Department of Education and Research.

We trust we may have your active cooperation."

Feeling this to be such a worthwhile project, the Board of the Wisconsin Architects Association suggests that "Samples of such literature to be submitted for the competition awards be posted at the coming State Convention."

THE PURPOSES

The purposes of the Competition are (a) to acknowledge excellence in product literature directed to architects and (b) to aid manufacturers in increasing the effectiveness of such literature.

The competition is open to all manufacturers of building materials and equipment. All entries must be received by March 15, 1951. To be eligible, the product literature must have been produced since January 1, 1949, except for Class I literature which must be currently available.

CLASSIFICATIONS

Awards will be made to three classes of literature.

Class I. Literature concerned primarily with basic technical information. Includes manuals, handbooks, and any material offering principally general information on design, specification, methods of application, standards of workmanship, maintenance, and the like,

(Continued on Page 4)

Second Annual Convention

WISCONSIN ARCHITECTS ASSOCIATION

and

NORTH CENTRAL STATES REGIONAL CONFERENCE

PLANKINTON HOUSE, MILWAUKEE, WISCONSIN

THURSDAY EVENING, FEBRUARY 15

5:00 P.M. — Registration opens on Mezzanine for Annual Business Meeting of Wisconsin Architects Association

7:30 to 8:30 P.M. — Annual Business Meeting, West Room, Third Floor, Pres. Berners Presiding

8:30 P.M. — Exhibits by Producers' Council, Wisconsin Chapter, Mezzanine
North Central States Regional Conference

FRIDAY, FEBRUARY 16

8:30 A.M. — Registration Opens on Mezzanine for Regional Conference

9:15 A.M. — Address of Welcome

9:30 to 10:30 A.M. — Seminar — "Schools"; Guy E. Wiley, Architect for Milwaukee School Board, Moderator

10:30 to 11:30 A.M. — Seminar — "Radiant Heat"; Dr. C. W. Colby, Executive Vice President, Lemay Corporation, Moderator

12:00 to 2 P.M. — Joint Luncheon, Wisconsin Architects Association and Producers' Council
Guest Speaker: Marshall Mays, Building Materials Division, NPA, Washington, D.C.

2:00 to 3:00 P.M. — Seminar — "Arches and Shelves"; Charles S. Whitney of Ammann & Whitney, New York-Milwaukee Consulting Engineers, Moderator.

3:00 to 4:00 P.M. — Seminar — St. Paul Group sponsors a discussion on the Rochester State Hospital for the Mentally Ill; R. C. Reinecks of Ellerbe & Co., Architects and Engineers, Rochester, Minn., Moderator

4:00 to 5:00 P.M. — Seminar — "Relocation of Retail Districts," Kenneth C. Welch, A.I.A., Grand Rapids, Mich., Moderator

6:00 to 6:30 P.M. — Producers' Council, Wisconsin Chapter, Host at Cocktail Party, Lotus Room, Mezzanine

7:00 P.M. — Annual Dinner, Sky Room, President Edgar H. Berners, Toastmaster
Speaker: George Gilbert Groman
Subject: "How Other People Talk"

SATURDAY, FEBRUARY 17

9:30 to 10:15 A.M. — Seminar — "Milwaukee Arena", A. C. Eschweiler, Jr., of Eschweiler & Eschweiler, Architects, Moderator

10:15 to 11:00 A.M. — Seminar — "Factors Relating to Masonry Construction"
Morton O. Withey, Dean, College of Engineering, University of Wisconsin of Wisconsin and Chairman Wisconsin Registration Board of Architects & Professional Engineers, Moderator

11:00 to 12:00 Noon — Special Presentation by the Chicago Chapter, A.I.A.

12:30 to 1:00 P.M. — Cocktail Party, Wisconsin Chapter, A.I.A., Host

1:00 P.M. — Luncheon — To Be Announced
Discussion — "Contemporary Architectural Education". Panel composed of Ray Childs Jones, Robert G. Cerney and H. E. McClure

The ladies are cordially invited to attend the Annual Dinner and Luncheons

(Continued from Page 2)

with regard to a class or type of product, where the emphasis is upon the problem of where and how to use the product to best advantage, rather than on the merits of a particular make. This does not imply that the publication may not be that of an individual manufacturer, nor that mention may not be made of the specific application of the general principles to his own product.

Class II. Literature offering technical information confined to the particular products of a single manufacturer. Includes catalogs, catalog-manuals or combinations of product data with data on use and application, wherein emphasis is centered primarily on the products of an individual manufacturer.

CLASS III. Literature of primarily promotional nature. Includes any literature of intentionally less complete nature — sheets and short folders such as reminders, announcements, testimonials, test data, case histories, or other information supplemental to Classes I and II, intended to keep the manufacturer's name in the architect's attention. While promotional, it must be informative, educational, and directed to architects rather than the trade or the general public.

The Jury of Awards will make the final determination of the class in which each entry will be judged.

ENTRIES AND NOMINATIONS

Entries in the competition will be received direct from manufacturers or their advertising agencies and from individual members or Chapters of The American Institute of Architects.

(a) Manufacturers or their agencies may enter one or more pieces of their own literature by sending three samples of each entry addressed as follows: Technical Director, The Producers' Council, Inc., 1001 Fifteenth St., N. W., Washington 5, D. C. A fee of $10.00 shall accompany the entry or entries of each manufacturer or organization. Payment of the above fee will entitle the entrant to a copy of the report of the Jury of Awards.

(b) Individual architects or The Institute Chapters may nominate one or more pieces for the competition by letter reference addressed to Department of Education and Research, The American Institute of Architects, 1741 New York Avenue, N. W., Washington 6, D. C. The Institute will then request the Producers' Council to secure the necessary sample from the manufacturer subject to payment of fee as mentioned above.

The Jury of Awards will be informed of the number of times that any publication is nominated by architects or by The Institute's Chapters.

THE JURY OF AWARDS

The Jury of Awards will consist of five architects appointed by The American Institute of Architects.

In each class a limited number of Certificates of Merit will be awarded. Certificates of Exceptional

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Merit may be awarded, at the discretion of the Jury of Awards, but their number is limited to three, one in each class.

At the discretion of the Jury of Awards, Honorable Mentions may also be awarded in limited number, for the purpose of giving recognition to some feature of a publication which does not demonstrate the overall excellence required to justify a Certificate of Merit.

Awards will be announced and presented during the Annual Convention of The American Institute of Architects, in May 1951, and the literature receiving awards will be placed on exhibition at the Convention. Thus manufacturers whose literature is selected for these awards will receive special recognition before a large group of the nation's leading architects.

In addition to announcing the selections, the Jury of Awards will prepare a statement analyzing their reactions to the material submitted, with particular attention to that which receives an award, together with such further comment as they believe will assist the producers of building product literature in making their publications directed to architects more welcome and more effective.

REQUIREMENTS

1. All entries and nominations must be received prior to March 15, 1951.

2. All literature submitted must have been produced and be dated subsequent to January 1, 1949, except Class I which must be currently available. Material that has received an award in a previous Product Literature Competition shall be eligible for consideration if nominated in the 1951 Competition.

3. Class I and II only.
   (a) Literature intended for filing shall fit standard letter file. It is strongly urged that pieces intended for standard letter file carry the appropriate A.I.A. file number in such location as to aid in filing the material. Presence of an A.I.A. file number is not compulsory, but will be given appropriate weight by the Jury.
   (b) Literature intended for shelf filing shall be so bound as to stand on usual library shelving. Size shall be optional. Clear identification of the subject shall appear on the backbone.
   (c) Literature intended for filing in flat or suspended form shall have no size limitation.
   (d) All pieces must be dated by year of publication, readily discernible.

4. Class III only.
   No limitation is placed on size, format, dating, or file number.

* * *

Charles W. Valentine, 72, a member of the Wisconsin Architects Association, died Wednesday, Jan. 31, at Mount Sinai Hospital, Milwaukee.

Mr. Valentine, one of Milwaukee's best known architects, had been connected with architectural organization affairs for almost fifty years.

Starting as an apprentice in the office of Ferry & Clas, he spent the great number of his professional years practicing independently. His last five years were spent in the office of Brust & Brust.

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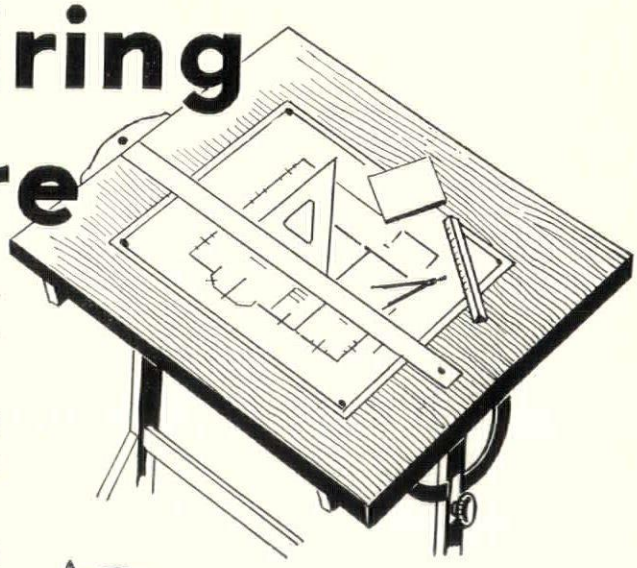

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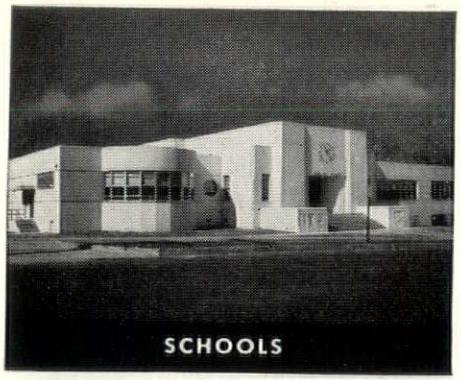

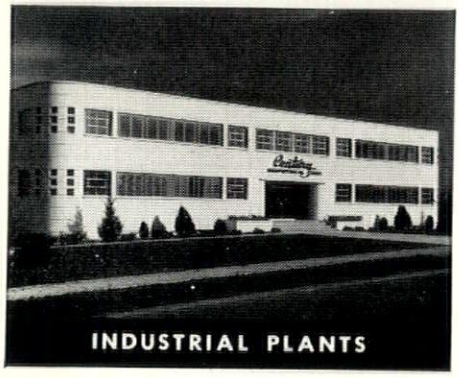

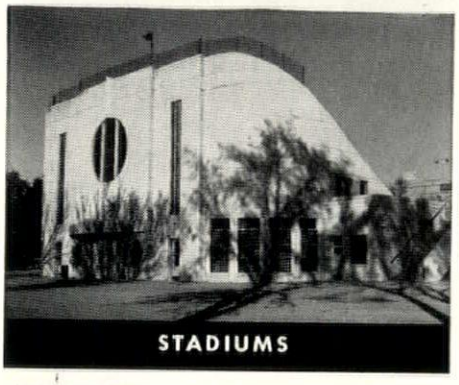

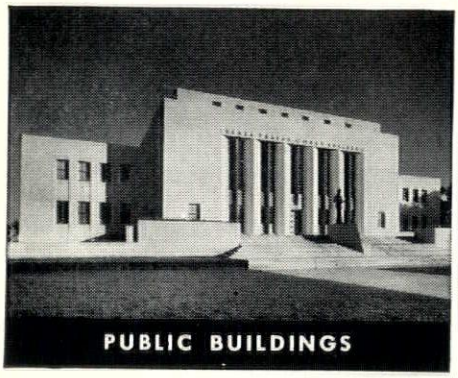

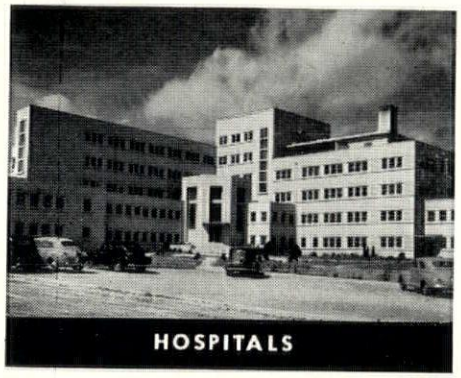

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LIGHTING DISCUSSIONS

A series of discussions on "Lighting Data for Designers" is being sponsored by the Milwaukee Section of the Illuminating Engineering Society.

There will be six meetings in all, held every second Monday at 7:30 P.M. at the headquarters, Engineers' Society of Milwaukee Bldg., 3112 W. Highland Blvd., according to I. L. Illing, Chairmann of the Educational Committee.

The first discussion on "Light Scources of Today," was held Feb. 5. Further discussions and dates are:

FACTORS IN LIGHTING DESIGN — FEB. 19

Obviously not a complete course in lighting design, since this would take many sessions, but an interesting discussion of how we see, what we need to see with, and why, and an evaluation of the factors necessary to produce these results. Since the surroundings of both the light sources and the individual affect the lighting results and the physical and psychological reactions of the observer, these conditions will be surveyed and evaluated.

LIGHTING FOR SEEING (Schools-Offices)—MAR. 5

The lighting problem in interiors devoted practically entirely to seeing is radically different from that in interiors devoted to selling merchandise (stores) or interiors devoted to manufacturing (factories). New techniques are being continually developed and these latest practices will be analyzed.

LIGHTING FOR SELLING (Stores, Showwindows, Display Areas)—MAR. 19

Virtually all manufacturer products eventually land in stores. The end products of all of the country's mines, farms, mills and factories are finally offered to customers in merchandising establishments. It goes without saying that these products of all our endeavors should be presented in their best light.

RESIDENTIAL LIGHTING APPLICATION—APR. 2

The old-time concept of lighting fixtures as "the jewelry of the home" has largely disappeared. Portable lamps have been the accepted method of lighting homes for some time. The selection of this equipment is usually not dictated by the designer of the home. Within the past few years new architectural lighting tools have become available, again bringing the final aesthetic results within the jurisdiction of the person having the original concept.

LIGHTING FOR RECREATION—APR. 16

Recreation usually involves sports. Sports being competitive, demand fast action — and fast seeing. Sports contemplate both participants and observers, andh both angles must be considered. Hence satisfactory lighting must permit flawless playing technique for participants and a relaxing environment for observers.

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PRODUCERS' COUNCIL, WISCONSIN CHAPTER

Following the Annual Business Meeting of the Wisconsin Architects Association, Thursday evening, Feb. 15, at the Plankinton House, the architects will visit the Producers' Council exhibits displayed on the Mezzanine.

Owing to the large membership and required space, exhibitors will be confined to members of the Council.

The National members and their local representatives who are affiliated with the Wisconsin Chapter of the Producers' Council and will be in charge of their respective exhibits, are:

Aluminum Co. of America—J. R. Patterson; American Radiator & Std. Sanitary Corp.—F. G. Dannies, A. J. Miller; American Structural Products Co.—E. C. Lynfoot*; Armstrong Cork Co.—H. D. Griftner, H. P. Roos; Bell & Gossett Co.—Paul Hoffman, J. Flaherty*; Ceco Steel Products Corp.—John T. Hanlon, G. W. Smalts; Celotex Corp.—W. A. Mather; Chamberlain Co. of America—J. W. Rapp, L. A. Tianen;

Detroit Steel Products Co.—Jackson & Foster: H. E. Foster, F. F. Jackson; Fiat Metal Mfg. Co.—J. L. Casey, T. P. West; Hanley Co.—W. H. Pipkorn Co.: Rollin Thompson, L. E. Meyer; Johns-Manville Sales Corp.—Gerry Ahrens, Robert Diedrich; Josam Mfg. Co.—B. F. Stickler*; Kawneer Co.—Patek Paint Co.: Vern Hart, N. J. Klein; Kentile, Inc.—Shannon Floor Co., Inc.: W. C. Shannon, Byron Spear; Kewaunee Boiler Co.—F. G. Weimer*;

Libbey-Owens-Ford Glass Co.—C. E. Hess, Joe Kurtz; Master Builders Co.—Howard Dunasky; Metropolitan Brick Co.—W. H. Pipkorn Co.: Rollin Thompson, L. E. Meyer*; Minneapolis-Honeywell Corp.—R. H. Schulz, W. C. Johnston; Monarch Metal Weatherstrip Corp.—Edw. T. Ver Halen, Inc.: Orley C. Brown, E. S. Ver Halen*; National Fireproofing Co.—Wauwatosa Fuel & Supply Co.: Walter Winding, Park Taylor; Nelson Stud Welding Div'n of Morton Gregory Corp.—Leslie Bluhm; Otis Elevator Co.—O. J. Doyle*;

Overly Mfg. Co.—J. M. Mitchell Prod. Co.: J. M. Mitchell, Ed. Ballone; Owens-Corning Fiberglass Corp.—R. R. Friauf, Herbert Tullgren; Pittsburgh Plate Glass Co.—E. A. Witzel, W. T. Dortsch; H. H. Robertson Co.—C. C. Banholzer, G. P. Feierabend; Roddis Plywood Corp.—D. W. Fridell, Tom Roll; Rolscreen Co.—Edw. T. Ver Halen Inc.: Orley C. Brown, E. S. Ver Halen;

Security Firedoor Co.—Jackson & Foster: H. E. Foster, F. F. Jackson; Speakman Co.—J. L. Casey, T. P. West; Halsey W. Taylor Co.—J. L. Casey, T. P. West; Unistrut Products Co.—A. W. Schwind; United States Plywood Corp.—G. A. Mason, R. F. Dumke; U. S. Quarry Tile Co.—Rollin B. Child; F. W. Wakefield Brass Co.—Wm. A. Heth; Western Mineral Products Co.—Zonolite Co.; Q. Q. Carey, Spencer M. Howard; J. A. Zurn Mfg. Co.—Lindergren & Otto: Forrest H. Otto, E. P. Lindergren.

*No Exhibit

* * *

HONOR AWARDS PROGRAM

Wilbur H. Tusler, Regional Director, North Central States District, asks, through President Edgar H. Berners, that all Wisconsin entries for the A.I.A. 1951 Honor Awards Program be submitted at the earliest possible date.

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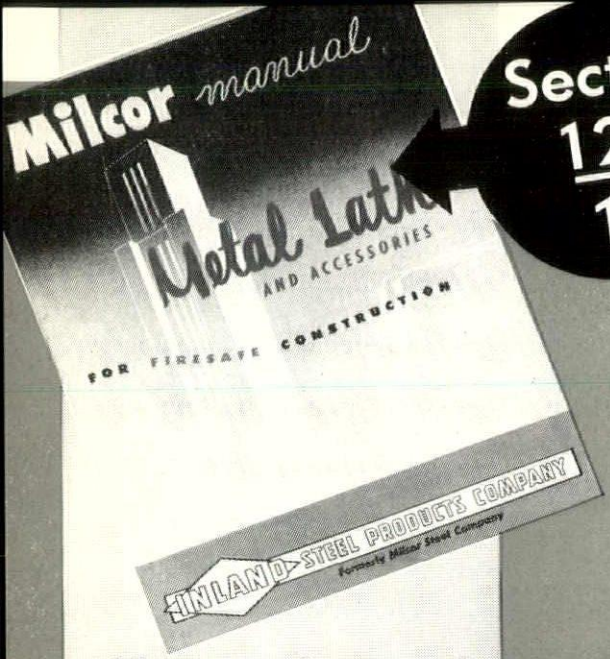

Section 12a / 1n

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